

ABSTRACT

The success of entrepreneurship, especially in the Micro, Small and Medium Enterprises (SMEs) in need of entrepreneurs in setting goals or achievement of what you want to be obtained from the activities of his own efforts, as a benchmark to determine the condition of its business at this time, the achievement of the success criteria of entrepreneurship is a motivation for business owners to achieve a higher success than before in entrepreneurship.

This study aimed to get an idea of achieving success in obtaining entrepreneurial business owners rattan is Indah Rattan, Nurrissah Rattan, and Rattan Tegalmantro using nine variables Personal satisfaction, Satisfied Stakeholders, Innovation, Utility / Usefulness, Profitability, Growth, Balance between Work and Private Life, Contributing back to Society, & Public Recognition.

This research is qualitative research with the presentation of the descriptive data. The source of the data in this study are business owners craft rattan namely Indah Rattan, Nurrissah Rattan, and Rattan Tegalmantro. The data obtained through interviews, observation and documentation. The technique of the validity of the data using the tringulasi data source.

The results showed that of nine variables used for Entrepreneurial Success is examined, from business owners craft rattan namely Indah Rattan, Nurrissah Rattan, and Rattan Tegalmantro can be seen the success of entrepreneurship through the extent to which the attainment or fulfillment of any criteria which are used as a measuring tool in research.

Based on the analysis of the research results, which show that the entrepreneurial success achieved by the business owner of Beautiful Rattan rattan, Nurrissah Rattan and Rattan Tegalmantro at the moment is good enough. This achievement indicates their potential business owners to achieve success is the achievement of a greater Entrepreneurship.

Keywords : Entrepreneurship success, Small and Medium Enterprises